## CLAIMS

1. A program search system comprising:

keyword registration means for registering a keyword for showing the user's preference in broadcast programs;

communication means for receiving broadcast content information including the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations; and

detection means for detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information received by said communication means.

- 2. The program search system according to Claim 1, wherein; said detection means specifies a broadcast program according to the appearance frequency of said keyword.
- 3. The program search system according to Claim 1, wherein; said detection means generates the ranking of said broadcast programs in the descending order of the higher appearance frequency of said keyword.
- 4. The program search system according to Claim 1, wherein:
  search condition setting means for setting at least either
  one of the broadcasting period, the title and the broadcasting
  station of said broadcast program as a search condition is further
  included; and

said communication means transmits request information to request broadcast content information corresponding to said search condition set by said search condition setting means, from a storage device that stores broadcast content information including

the broadcasting time and date and the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations by the above broadcast programs, and also receives the broadcast content information transmitted from said storage device responding to the above request information.

5. The program search system according to Claim 1, wherein:
said communication means transmits request information to
request broadcast content information from a storage device that
stores broadcast content information including the title of said
broadcast program being broadcasted by one or more broadcasting
stations, and also receives the broadcast content information
transmitted from said storage device responding to the above
request information;

storage means for storing said received broadcast content information is further included; and

said detection means detects the appearance frequency of said keyword by said broadcast programs, in the broadcast content information stored in said storage means.

6. The program search system according to Claim 1, wherein:
said communication means receives electronic program listings
formed by broadcast content information including the broadcasting
time and date and the titles of said broadcast programs that will
be broadcasted by one or more broadcasting stations; and

said detection means searches the broadcast content information included in said electronic program listings for broadcast content information including said keyword, and detects the appearance frequency of said keyword by said broadcast programs, in the broadcast content information that was obtained

as the search result.

7. A program search system comprising:

a storage medium for storing broadcast content information including the broadcasting time and date and the title of a broadcast program that will be broadcasted by one or more broadcasting stations by the above broadcast programs;

receiving means for receiving search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcast program as a search condition, and a keyword showing the user's preference in said broadcast programs, from an external device;

search means for searching said storage medium for broadcast content information corresponding to said search condition, based on said search condition information received by said receiving means;

detection means for detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information that was obtained as the search result by said search means; and

transmission means for transmitting information based on the appearance frequency of said keyword by said broadcast programs detected by said detection means, to said external device.

- 8. The program search system according to Claim 7, wherein; said detection means generates information to specify a broadcast program, according to the appearance frequency of said keyword.
- 9. The program search system according to Claim 7, wherein;

said detection means generates the ranking of said broadcast programs in the descending order of the higher appearance frequency of said keyword.

## 10. A program search method comprising:

the keyword registration step of registering a keyword showing the user's preference in broadcast programs;

the communication step of receiving broadcast content information including the titles of broadcast programs that will be broadcasted by one or more broadcasting stations; and

the detection step of detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information received in said communication step.

## 11. A program search method comprising:

the storing step of storing broadcast content information including the broadcasting time and date and the title of a broadcast program that will be broadcasted by one or more broadcasting stations in a storage medium by the above broadcast programs;

the receiving step of receiving search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcast program as a search condition, and a keyword for showing the user's preference in said broadcast programs, from an external device;

the search step of searching said storage medium for broadcast content information corresponding to said search condition, based on said search condition information received in said receiving step;

detection step of detecting the appearance frequency of said

keyword by said broadcast programs, in broadcast content information that was obtained as the search result in said search step; and

transmission step of transmitting information based on the appearance frequency of said keyword by said broadcast programs that was detected in said detecting step, to said external device.

12. A program search program to make an information processing unit execute:

the keyword registration step of registering a keyword showing the user's preference in broadcast programs;

the communication step of receiving broadcast content information including the titles of said broadcast programs that will be broadcasted by one or more broadcasting stations; and

the detection step of detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information received in said communication step.

13. A program search program to make an information processing unit execute:

the storing step of storing broadcast content information including the broadcasting time and date and the titles of the broadcast programs that will be broadcasted by one or more broadcasting stations in a storage medium, by the broadcast programs;

the receiving step of receiving search condition information to specify at least either one of the broadcasting period, the title and the broadcasting station name of said broadcasting program as a search condition, and a keyword showing the user's

preference in said broadcast programs, from an external device;

the search step of searching for broadcast content information corresponding to said search condition from said storage medium, based on said search condition information received in said receiving step;

the detection step of detecting the appearance frequency of said keyword by said broadcast programs, in the broadcast content information that was obtained as the search result in said search step; and

the transmission step of transmitting information based on the appearance frequency of said keyword by said broadcast programs detected in said detection step, to said external device.